

Exhibit 4

U.S. Patent No. 8,244,582 (“’582 Patent”)

Facebook’s advertising platform, such as Facebook Audience Network, and all configurations thereof infringe at least Claim 1 of the ’582 Patent.

Claim 1	Facebook’s advertising platform
<p>1[pre]. An automated method of collecting profiles of Internet-using entities, the method comprising:</p>	<p>To the extent the preamble is limiting, Facebook’s advertising platform performs an automated method of collecting profiles of Internet-using entities.</p> <p><i>See, e.g.,</i> evidence and analysis for claim limitations (a)-(e) below.</p> <p>What kinds of information do we collect?</p> <p>To provide the Facebook Products, we must process information about you. The types of information we collect depend on how you use our Products. You can learn how to access and delete information we collect by visiting the Facebook Settings and Instagram Settings.</p> <p>https://www.facebook.com/privacy/explanation</p> <p>Cookies are small pieces of text used to store information on web browsers. Cookies are used to store and receive identifiers and other information on computers, phones and other devices. Other technologies, including data we store on your web browser or device, identifiers associated with your device, and other software, are used for similar purposes. In this policy, we refer to all of these technologies as “cookies.”</p> <p><i>See</i> https://www.facebook.com/policies/cookies/</p>

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<p>(a) electronically receiving at a programmed computer system coupled to a global computer network, from at least one server controlled by one of a plurality of unaffiliated third parties operating respective websites, a partial profile of an entity that uses a user computer coupled to the global computer network and accessing the website, which partial profile contains at least one profile attribute related to the entity, and automatically with the computer system storing the received partial profile;</p>	<p>Facebook's advertising platform electronically receives at a programmed computer system coupled to a global computer network, from at least one server controlled by one of a plurality of unaffiliated third parties operating respective websites, a partial profile of an entity that uses a user computer coupled to the global computer network and accessing the website, which partial profile contains at least one profile attribute related to the entity, and automatically with the computer system storing the received partial profile.</p> <p>For example, servers controlled by Facebook electronically receive from at least one unaffiliated third party a partial profile of a user of a computer that accesses a website, and Facebook's servers automatically store that partial profile data.</p> <p>See, e.g.:</p>

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(b) wherein receiving the partial profile is achieved by automatic electronic URL redirection from a portion of a page of the website accessed by the user computer;

In the automated method performed by Facebook's advertising platform, the partial profile is achieved by automatic electronic URL redirection from a portion of a page of the website accessed by the user computer.

For example, Facebook's advertising platform receives a partial profile as a result of a URL redirection from a page (or portion thereof) that is accessed by the user computer.

See, e.g.:

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<p>(c) automatically with the computer system electronically adding the received partial profile to a maintained profile believed to be related to the same entity;</p>	<p>Facebook’s advertising platform automatically with the computer system electronically adding the received partial profile to a maintained profile believed to be related to the same entity.</p> <p>For example, Facebook’s advertising platform automatically adds the received partial profile to a maintained profile believed to be related to the same user of the computer.</p> <p>See, e.g.:</p>

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(d) automatically with the computer system generating and storing an electronic record of which of the plurality	Facebook's advertising platform automatically with the computer system generating and storing an electronic record of which of the plurality of unaffiliated third parties contributed to the maintained profile particular profile attributes.

of unaffiliated third parties contributed to the maintained profile particular profile attributes;

For example, Facebook's advertising platform generates and stores an electronic record indicating which third party supplied profile attributes used to update the maintained profile.

See, e.g.:

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<p>(e) wherein the maintained profile, including the added partial profile, comprises data used in targeting third-party advertisements to the user computer over the global computer network.</p>	<p>In the automated method performed by Facebook's advertising platform, the maintained profile, including the added partial profile, comprises data used in targeting third-party advertisements to the user computer over the global computer network.</p> <p>For example, the maintained profile (which includes the added partial profile information) includes data used in targeting third party advertisements to the user's computer.</p> <p>See, e.g.:</p>

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